

Job Title: Marketing Coordinator

Department: Economic Development

Immediate

Supervisor: Economic Development Director

Origination Date:	03/20/2013
Revision Date:	2/26/2015
Job Grade	607
FLSA Status	Exempt

BRIEF DESCRIPTION OF THE JOB:

Researches, coordinates and developments marketing plans, programs, and events which enhance and promote economic vitality within the City.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the position. The following examples do not identify all duties performed by any single incumbent.

Physical Strength Code	ESSENTIAL FUNCTIONS	
1 S	Researches and networks within the business and regional economic development organizations; researches and assists target industries and businesses; prepares marketing materials and sends to target industries and businesses; makes marketing presentations; conducts tours; meets with new and existing business representatives; responds to businesses interested in relocating or expansion in the City.	
2 S	Plans, schedules and coordinates special events; assist other City departments and divisions in coordinating special events.	
3 S	Establishes and maintains relationships with existing and prospective businesses by representing the City as a liaison in local and regional economic development meetings, off-site conferences, trade shows and events. Presents and promotes the City through participation on various economic development committees.	
4 S	Writes articles to be placed in City newsletters, fliers and other publications	
5 S	Assists with developing and executing the Development Services strategic marketing and public relations plan.	
6 S	Assists with web site development and updates. Responsible for the creation and distribution of electronic marketing campaigns designed to support business development, business retention and Development Services.	
7 S	Updates, designs, and edits a variety of printed materials including brochures, community profiles and other promotional/marketing materials.	
8 S	Performs statistical comparisons and trend analyses to be used in marketing and promotional materials.	

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JOB REQUIREMENTS:

JOB REQUIREMENTS	
Formal Education/ Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Minimum three years experience in a related field.
Certifications and Other Requirements	Valid Driver's License
Reading	Work requires the ability to read municipal contracts, COAC's, yearly reports, and budget expenditure reports.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication, and division.
Writing	Work requires the ability to write reports, and general correspondence.
Managerial	Job has no responsibility for the direction or supervision of others.
Budget Responsibility	Has no budgetary responsibility.
Policy/Decision Making	Significant - The employee normally performs the job by following established standard operating procedures and/or policies. There is a choice of the appropriate procedure or policy to apply to duties. More complex work as well as decisions with more significant impacts are typically reviewed prior to being finalized.
Technical Skills	Board Application - Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Interpersonal/Human Relations Skills	High - Interactions at this level usually impact the implementation of policies. Contacts may involve interpretation of how policies are implemented and may require discussion and the support of controversial positions or the negotiation of sensitive issues or important presentations. During interactions on policy implementation, contacts may also involve stressful, negative interactions requiring high levels of tact and the ability to respond to aggressive interpersonal interactions.

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Physical Demands

Frequency Code Scale

N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
Never occurs	Less than 1 hour/week	Up to 1/3 of the time	From 1/3 to 2/3 of the time	2/3 or more of the time

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Standing	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input type="checkbox"/> Making presentations <input checked="" type="checkbox"/> Observing work site <input checked="" type="checkbox"/> Observing work duties <input checked="" type="checkbox"/> Communicating with co-workers
Fine Dexterity	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Computer keyboard <input checked="" type="checkbox"/> Telephone keypad <input type="checkbox"/> Calculator <input type="checkbox"/> Calibrating equipment
Walking	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> To other departments/offices <input checked="" type="checkbox"/> Around work site
Lifting	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Supplies <input checked="" type="checkbox"/> Equipment <input type="checkbox"/> Files
Carrying	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Supplies <input checked="" type="checkbox"/> Equipment <input type="checkbox"/> Files
Sitting	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Desk work <input checked="" type="checkbox"/> Meetings <input checked="" type="checkbox"/> Driving
Reaching	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> For supplies <input type="checkbox"/> For files
Handling	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Paperwork <input checked="" type="checkbox"/> Monies
Kneeling	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Filing in lower drawers <input checked="" type="checkbox"/> Retrieving items from lower shelves/ground
Crawling	<input checked="" type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input type="checkbox"/> Under equipment <input type="checkbox"/> Inside attics/pipes/ditches
Other		(Explain)

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Pushing/Pulling	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> File drawers <input checked="" type="checkbox"/> Equipment <input checked="" type="checkbox"/> Tables and chairs <input type="checkbox"/> Hoses
Climbing	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Stairs <input checked="" type="checkbox"/> Ladders <input checked="" type="checkbox"/> Step stools <input type="checkbox"/> Onto equipment
Vision	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Reading <input checked="" type="checkbox"/> Computer screen <input checked="" type="checkbox"/> Driving <input checked="" type="checkbox"/> Observing work site
Foot Controls	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Driving <input type="checkbox"/> Operating heavy equipment <input type="checkbox"/> Operating Dictaphone
Balancing	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input type="checkbox"/> On ladders <input checked="" type="checkbox"/> On equipment <input type="checkbox"/> On step stools
Bending	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Filing in lower drawers <input checked="" type="checkbox"/> Retrieving items from lower shelves/ground <input type="checkbox"/> Making repairs
Crouching	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input type="checkbox"/> Filing in lower drawers <input checked="" type="checkbox"/> Retrieving items from lower shelves/ground
Hearing	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Communicating via telephone/radio, to co-workers/public <input type="checkbox"/> Listening to equipment
Twisting	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> From computer to telephone <input checked="" type="checkbox"/> Getting inside vehicle
Talking	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Communicating via telephone/radio, to co-workers/public

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Physical Demands (continued)

Machines, Tools, Equipment and Work Aids:

Telephone, fax, copier, vehicle,

Computer Equipment and Software:

Computer, printer, scanner, cash register, Microsoft Office, Internet, Naviline, Lotus Notes,

Environmental Factors:

Environmental Conditions	Never	Seasonally	Several Times Per Month	Several Times Per Week	Daily
Extreme temperature (heat, cold, extreme temp. changes from outside work)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wetness and/or humidity (bodily discomfort from moisture)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Respiratory hazards (fumes, gases, chemicals, dust and dirt)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noise and vibration (sufficient to cause hearing loss)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical hazards (high voltage, dangerous machinery, aggressive prisoners, patients – <u>not customers</u>)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Health and Safety Conditions:

Health and Safety Conditions	N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
	Never occurs	Less than 1 hour per week	1/3 or more of the time	From 1/3 to 2/3 of the time	2/3 or more of the time
Mechanical hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chemical hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electrical hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explosives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communicable diseases	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical danger or abuse	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Primary Work Location:

- ☒ Office Environment
☐ Warehouse
☐ Shop
☐ Vehicle
☐ Recreation Centers/Neighborhood Centers
☒ Outdoors
☐ Other (Specify)

Protective Equipment Required:

Sunscreen

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Job Demands

Overall Strength Demands:

Overall Strength Demands	
<input checked="" type="checkbox"/> Sedentary	Exerting up to 10 pounds occasionally or negligible weights frequently; sitting most of the time.
<input type="checkbox"/> Light	Exerting up to 20 pounds occasionally, 10 pounds frequently, or negligible amounts constantly <u>AND/OR</u> walking or standing to a significant degree.
<input type="checkbox"/> Medium	Exerting 20-50 pounds occasionally, 10-25 pounds frequently, or up to 10 pounds constantly.
<input type="checkbox"/> Heavy	Exerting 50-100 pounds occasionally, 25-50 pounds frequently, or from 10 up to 20 pounds constantly.
<input type="checkbox"/> Very Heavy	Exerting over 100 pounds occasionally, 50-100 pounds frequently, or from 20 up to 50 pounds constantly.

Non-physical Demands:

Non-physical Demands	Frequently	Occasionally	Rarely	Never
Time Pressures	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emergency Situations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequent Change of Tasks	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Irregular Schedule/Overtime	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performing Multiple Tasks Simultaneously	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working Closely with Others as Part of a Team	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tedious or Exacting Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Noisy/Distracting Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other (Describe below.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

EXPECTED BEHAVIOR:

Staff – Expected Behavior

The employee is expected to embrace, support, and promote the City's values, beliefs, and culture Which include but are not limited to the following:

- Be positive. Do not participate in gossip
- Maintain confidentiality
- Walk the talk – uphold and live the Goodyear culture
- Encourage positive feedback
- Be accountable – submit responses to all requests for information by due date and meet deadlines
- Support a learning culture
- Be on time for all meetings
- Create and implement ethical standards for your worksite
- Be fiscally responsible

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- Support the City's values and mission
- Let common sense prevail
- Be visionary – anticipate issues
- Support organizational change
- Establish and maintain positive and effective working relationships with co-workers, supervisors, subordinates, contractors and vendors
- Understand City policies and procedures, make rational decisions/recommendations in accordance with established policy.
- Work in a safe manner and report unsafe activities and conditions. Follow the City-wide safety policy and everyone's responsibility. Make it a critical part of the day to day operations.
- Foster teamwork and actively participate on teams and in City activities
- Lead by example
- Provide outstanding customer service to internal and external customers

These traits are not basic job requirements but are expected behavior. Other duties and responsibilities will be performed as assigned.

SIGNATURES—REVIEW AND COMMENT:

I have reviewed this job analysis and its attachments and find it to be an accurate description of the demands of this job.

Signature of Employee

Date

Job Title of Supervisor

Signature of Supervisor

Date

Job Title of Department Director

Signature of Department Director

Date

Comments: _____

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position. This job description is subject to change as the needs and requirements of the job change.